

AMERADA HESS CORPORATION

CHARLES V.M. ISZARD
908-750-6144

1 HESS PLAZA
WOODBIDGE, NJ 07005-0061

Via Fax (908) 417-9076

December 12, 1996

**Mr. Nick Kuruc
R.J. Reynolds**

Dear Nick;

As we discussed, attached is the store layout for the Ramsey NJ Location (PM Exclusive). Hess intends on opening the locations at state minimum pricing with strong manufacture support on promotional items and pricing.

Please review the layout and advise on the following:

- 1) Requirements for participation in the Partners Program; (i.e., Carton facings and locations, Pack facings and displays, and Point of sale material).
- 2) Funding levels based on proposed options.
- 3) Next steps

Please update the attached layout for each option and return by December 31st.

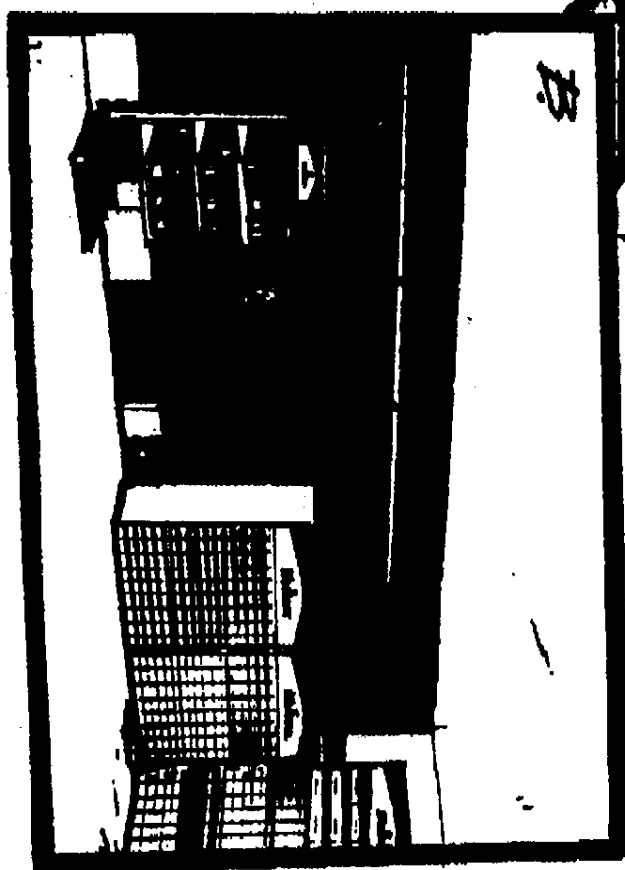
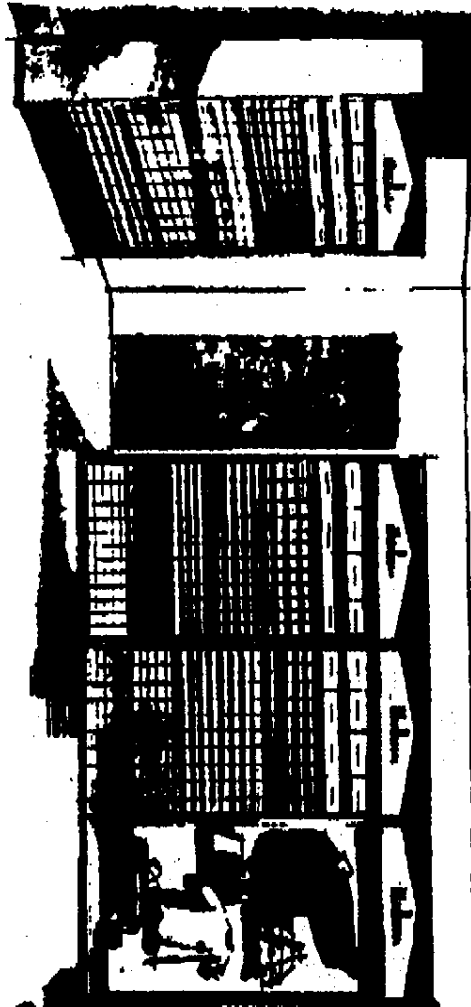
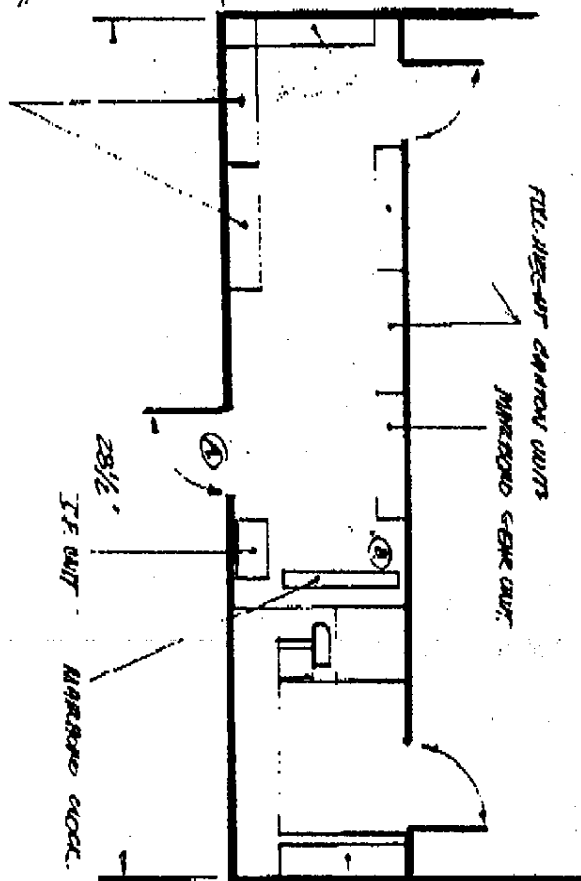
Very truly yours,



CHARLES V.M. ISZARD

cc: R. Lawlor
M. Brooks

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